



HOW TO BE A GREEN POWER ROCK STAR

CHAPTER 1: GETTING FANS (CUSTOMERS)

Center for



RESOURCE SOLUTIONS

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THE SONGS = GOOD PRODUCT

- Reasonable Price
- Price Stability
- New Renewable Content
- Include Popular Renewables
 - solar and wind are your “greatest hits”
- Locally Sourced
- Make Sign-up Easy



STAGE PRESENCE = MARKETING

- Value Proposition
- Simple Message
- Earned Media
- Offer Product to All Customer Classes
- Keep the Customers/Fans Interested Through Adequate Marketing and Customer Recognition
- Do Targeted Marketing, but Not Solely Targeted Marketing



SURVEY RESULTS:

POLL OF 47 PUBLIC UTILITIES

Of the marketing channels you use, which are most cost effective per customer switch (0 – 4 point scale)

Best {	Bill Inserts	3.29
	Co-branding/ Partnership	3.00
Worst {	Billboards	2.00
	Call Center - Outbound	0

GOOD REVIEWS = CERTIFICATION

- Green-e Certification is Like Getting Five Stars from Rolling Stone
- 3rd Party Certification Demonstrates Unbiased Approval



FRIENDS IN THE RIGHT PLACES

- Partnerships with Environmental Groups, Faith-based Organizations, etc.
- Co-branding with Retail Partners
- EPA's Green Power Partnership
- Internal Buy-in within the Compa

